

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** City Development Department

**AGENDA DATE:** Introduction: August 7, 2012  
Public Hearing: August 21, 2012

**CONTACT PERSON/PHONE:** Linda Castle, (915) 541-4029

**DISTRICT(S) AFFECTED:** All

**SUBJECT:**

An Ordinance amending Title 20 (Zoning), Chapter 20.02 (General Provisions and Definitions) and Chapter 20.18 (Sign Regulations), Section 20.18.020 (Applicability) and Section 20.18.050 (Definitions) of the El Paso City Code, to add a definition for wayfinding sign and to exclude wayfinding signs from the provisions of Chapter 20.18. The penalty is as provided for in Chapter 20.24 of the El Paso City Code. **(All Districts)**

**BACKGROUND / DISCUSSION:**

This Title 20 amendment to the signage regulations is being submitted concurrently with an amendment to Title 15 to allow the placement of wayfinding sign structures on public property or right-of-way.

**PRIOR COUNCIL ACTION:**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**BOARD / COMMISSION ACTION:**

City Plan Commission (CPC): Recommendation pending

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) N/A

**FINANCE:** (if required) N/A

**DEPARTMENT HEAD:** Mathew S. McElroy, Director  
City Development Department



**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**ORDINANCE NO \_\_\_\_\_**

**AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.02 (GENERAL PROVISIONS AND DEFINITIONS) AND CHAPTER 20.18 (SIGN REGULATIONS), SECTION 20.18.020 (APPLICABILITY) AND SECTION 20.18.050 (DEFINITIONS) OF THE EL PASO CITY CODE, TO ADD A DEFINITION FOR WAYFINDING SIGN AND TO EXCLUDE WAYFINDING SIGNS FROM THE PROVISIONS OF CHAPTER 20.18. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 20.24 OF THE EL PASO CITY CODE.**

**WHEREAS**, Title 20 (Zoning) of the El Paso City Code was adopted to promote the health, safety, morals and general welfare of the community; and

**WHEREAS**, City Council has determined that there exists a need to provide information to assist people in orienting themselves so that they may be able to navigate from place to place within the city; and,

**WHEREAS**, City Council has determined that the safe and efficient flow of both pedestrian and vehicular traffic flow would be enhanced by the placement of wayfinding signs; and,

**WHEREAS**, City Council has determined that the use of wayfinding signs will promote tourism, highlight key attractions and enhance the visitor's experience to the El Paso area; and,

**WHEREAS**, City Council has determined that the amendment of the existing ordinance is necessary to promote the health, safety, morals and general welfare of the community; and to promote the interests in driver and pedestrian safety, and in community aesthetics;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

**SECTION 1.** That Title 20 (Zoning), Chapter 20.02 (Definitions), of the El Paso City Code is amended to add the following definition:

20.02 Definitions

20.02.987 – Sign, Wayfinding.

“Wayfinding Sign” means a sign, map, or marker designed, constructed, installed and managed by the city located on city property or right of way placed by the city that guides the traveling public to key civic, cultural, visitor, and recreational destinations; educational, scholastic or artistic events; community or public interest activities or destinations; designated or recognized civic routes or trails; areas of historical or archaeological significance; or trade

shows, events and festivals. Any sponsorship information contained on a wayfinding sign shall be limited to twenty per cent of the sign and shall only contain the name of the sponsor.

**SECTION 2.** That Title 20 (Zoning), Chapter 20.18 (Sign Regulation), Section 20.18.020 (Applicability), Paragraph C (Regulatory Scope) of the El Paso City Code is amended as follows:

C. Regulatory scope. This chapter applies to all signs, as defined herein, which are located on private property within the jurisdictional area of this chapter. This chapter also applies to land owned by a public entity, to include the city, when the city has land use regulatory authority over such land. This chapter applies to signs on city property or the public right-of-way except for wayfinding signs approved by the city or signs that fall under the provisions of Title 13 and/or Chapter 15.08. Nothing herein waives the proprietary rights the city has as a property owner.

**SECTION 3.** That Title 20 (Zoning), Chapter 20.18 (Sign Regulation), Section 20.18.050 (Definitions), of the El Paso City Code is amended to add the following definition:

20.18.050 Definitions

“Wayfinding Sign” means a sign, map, or marker designed, constructed, installed and managed by the city located on city property or right of way placed by the city that guides the traveling public to key civic, cultural, visitor, and recreational destinations; educational, scholastic or artistic events; community or public interest activities or destinations; designated or recognized civic routes or trails; areas of historical or archaeological significance; or trade shows, events and festivals. Any sponsorship information contained on a wayfinding sign shall be limited to twenty per cent of the sign and shall only contain the name of the sponsor.

**SECTION 4.** Except as herein amended, Title 20, Zoning, of the El Paso City Code shall remain in full force and effect.

**ADOPTED THIS** \_\_\_\_ day of \_\_\_\_\_ 2012.

**CITY OF EL PASO**


**ATTEST:**

\_\_\_\_\_  
John F. Cook, Mayor


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Richarda Duffy Momsen, City Clerk

**SIGNATURES CONTINUE ON FOLLOWING PAGE**

**APPROVED AS TO FORM:**

  
Lupe Cuellar  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
Mathew S. McElroy, Director  
City Development Department

**ORDINANCE NO** \_\_\_\_\_